

Maker Onboarding

WorkOf
Interaction Design
v1

Best practices

#1

Make a good first impression.

Onboarding is your first date with your user — you don't want to talk their ear off and you want to be as charming as possible. Simply put: tell the user only what they need to know, in as few words as you can, to make them like you.

#2

Actions speak louder than words.

By asking users to make the first move and contribute valuable info to the application, you ensure they're engaged (and familiarized with the experience) right off the bat.

#3

Short, sweet, & stepped.

Distill your onboarding process down to a series of shorter, focused steps. This ensures users aren't overwhelmed with information and helps longer setup processes feel less endless or cumbersome.

#4

The end is in sight.

Keep users oriented during the onboarding and setup process by giving them clear feedback on their progress. They should always know how close they are to wrapping up, and easily be able to navigate through steps.

#5

Hide yo' distractions.

Similar to a checkout flow, remove any extraneous elements or unnecessary links out of the process so the user can focus on the task at hand. Suppress full site headers and footers, links to social networks, so on and so forth. Your goal is to keep people in the moment rather than giving them a thousand opportunities to exit it.

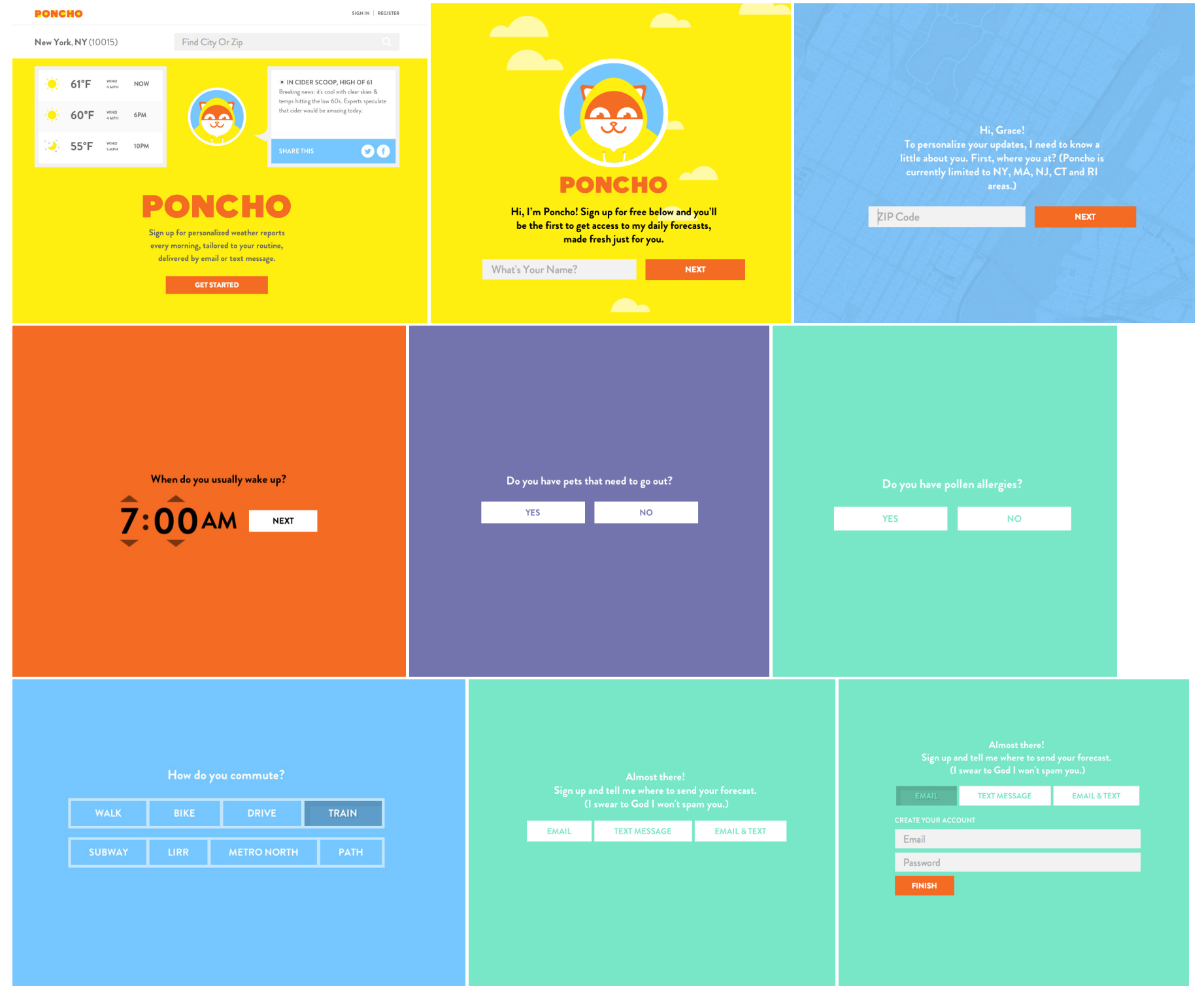
Inspiration

Example

Poncho

poncho.is

- Each question in Poncho's 10+ setup flow is presented to users one at a time, providing a focused experience that feels much shorter than it actually is.
- The page slides up to transition into the next step, serving as visual feedback that the user is moving forward through the process (and enabling them to easily scroll back up if they want to edit their inputs from past steps!).
- Tone of voice and interface are friendly, approachable, and pleasant all the way through.

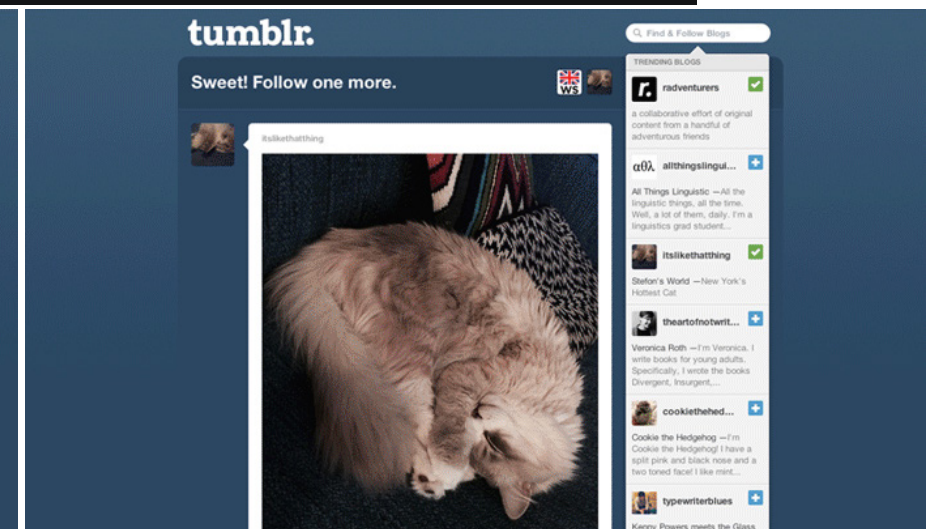
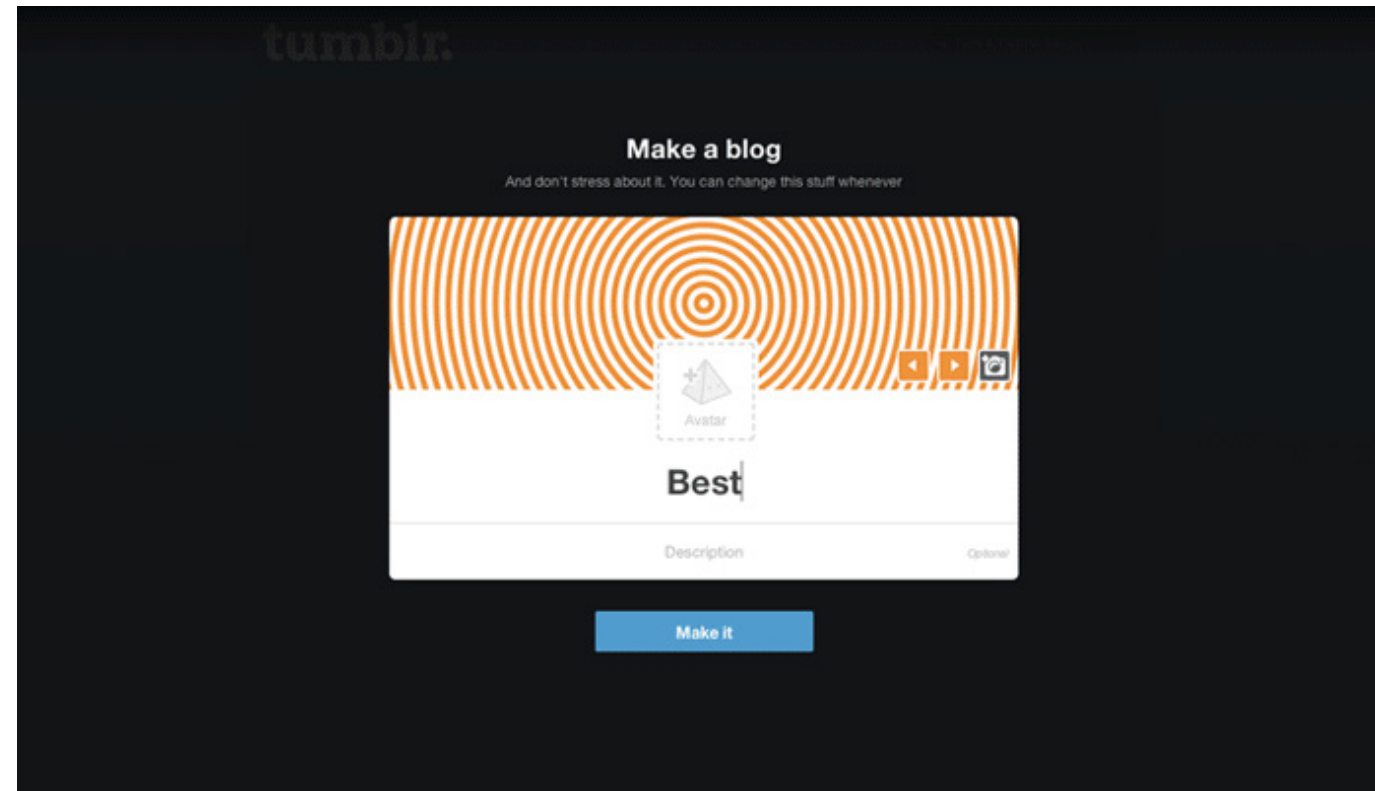


Example

Tumblr

tumblr.com

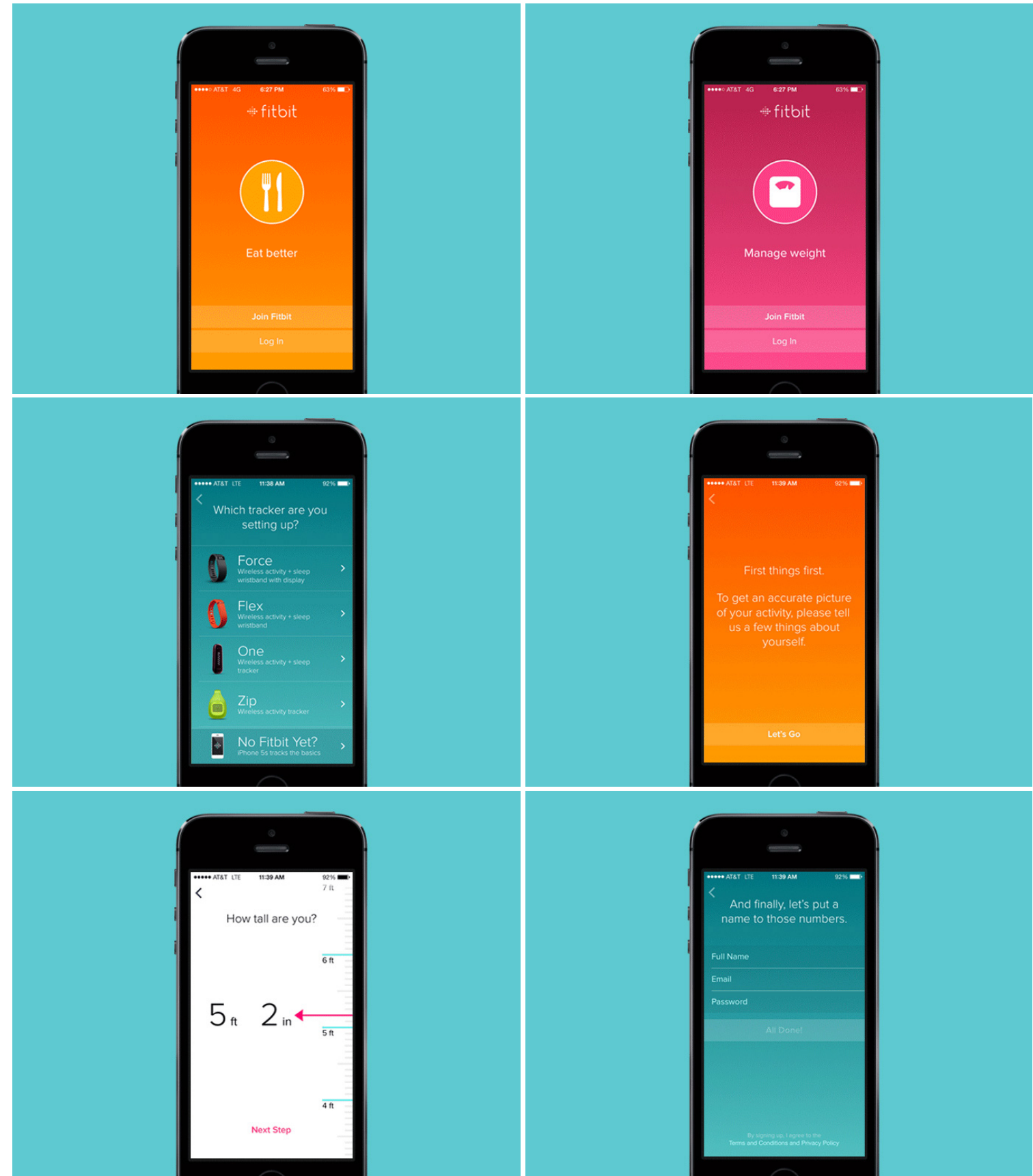
- Tumblr's setup has a lot of steps, but they use a fun tone and clear CTAs to guide users through the process.
- Part of the onboarding asks users to follow three blogs of interest, simultaneously introducing them to the platform and ensuring they don't land on an empty dashboard when setup is complete.



Example

Fitbit

- Fitbit leads with a quick walkthrough, followed by a setup, all before signup. This allows users to do the topical, engaging things first — then close out the process with the last bit of utilitarian information (email, password).

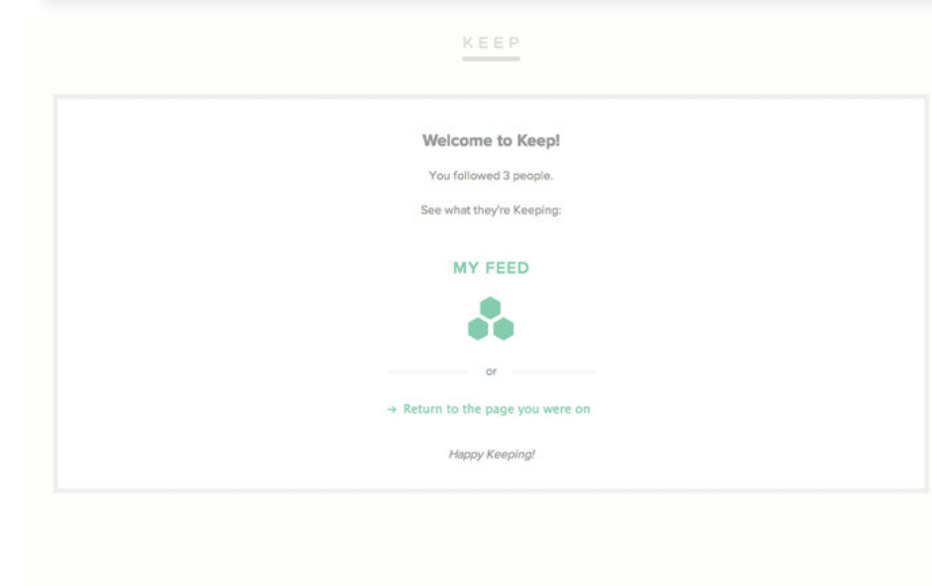
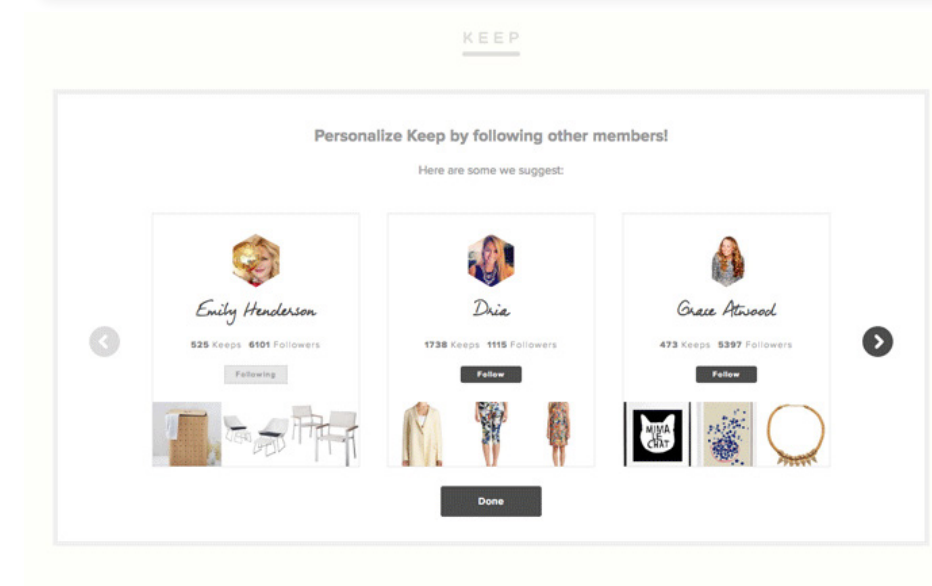
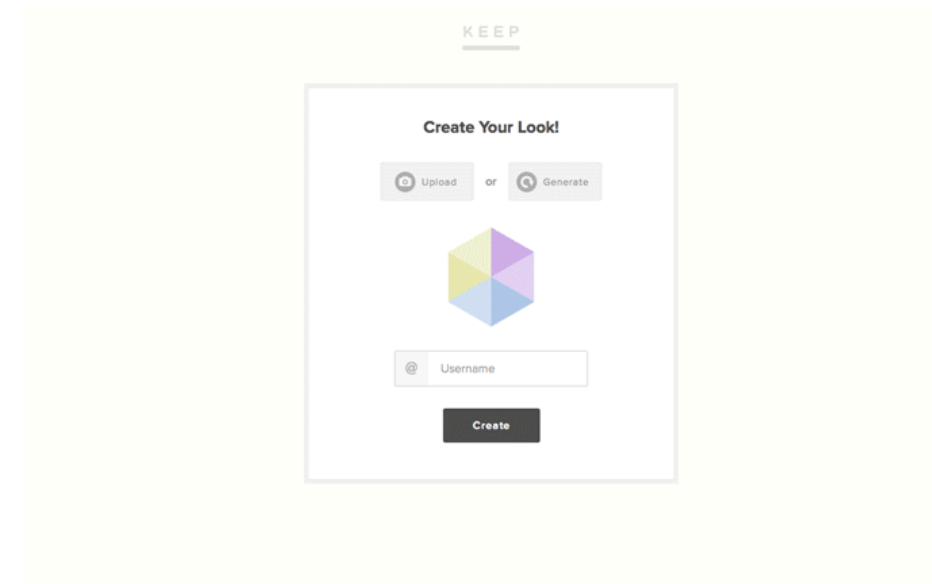


Example

Keep

keep.com

- Keep's use of whitespace, calming colors, and clean graphics makes this three-step process painless and easy. This setup process allows them to engage quickly because it gets users viewing content right off the bat.



Wireframes

Homepage Logged Out

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Greenpoint, Brooklyn
- ALLIED MAKER
Austin, Texas
- ROGUEBUILT
Bushwick, Brooklyn

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In the News

Calling all creators

Are you an independent maker? We'd love to have you join us.

Set up shop

Create a profile and craft your very own digital storefront to showcase your goods.

Add your works

Submit your products to share your finely-crafted works with the world.

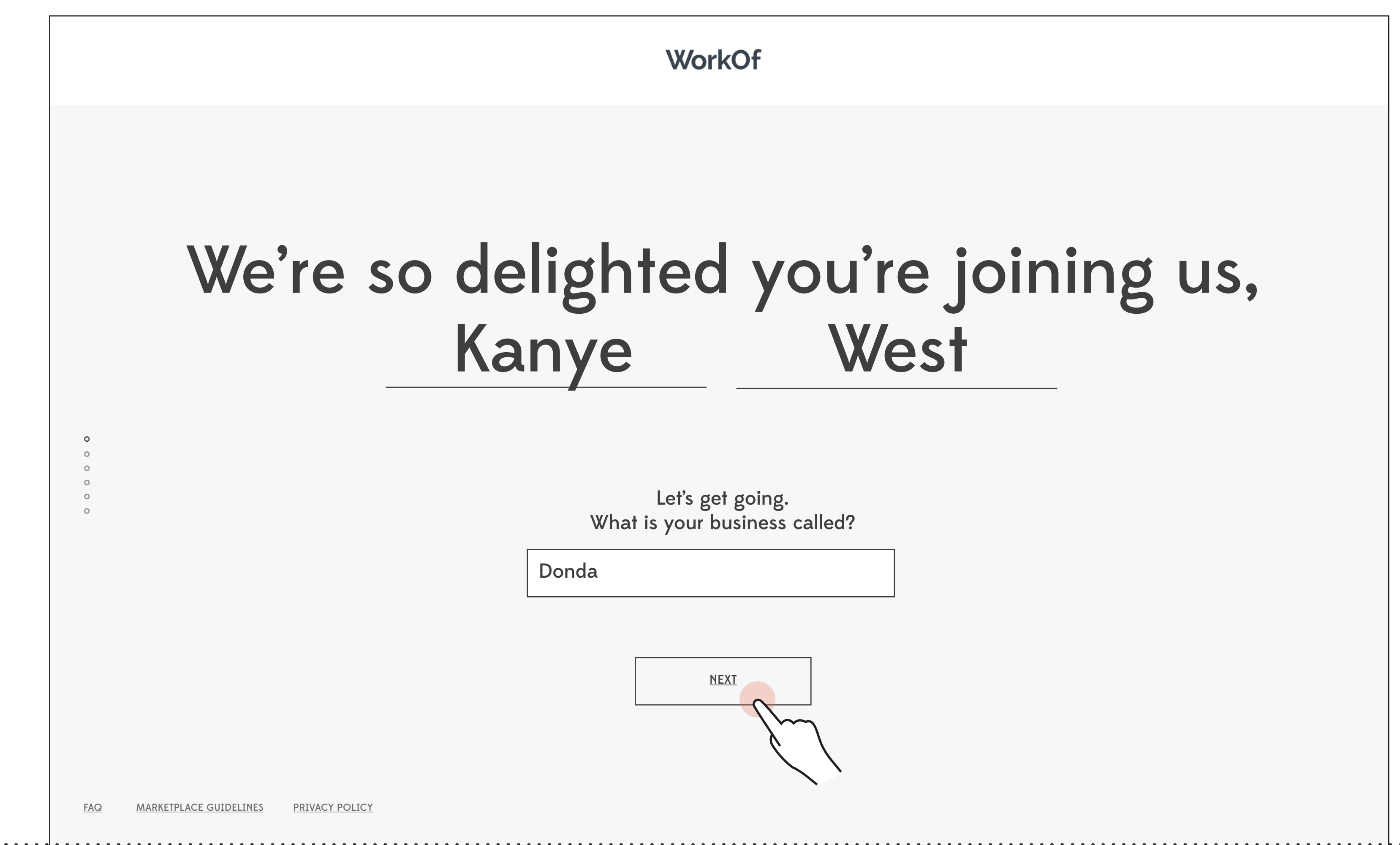
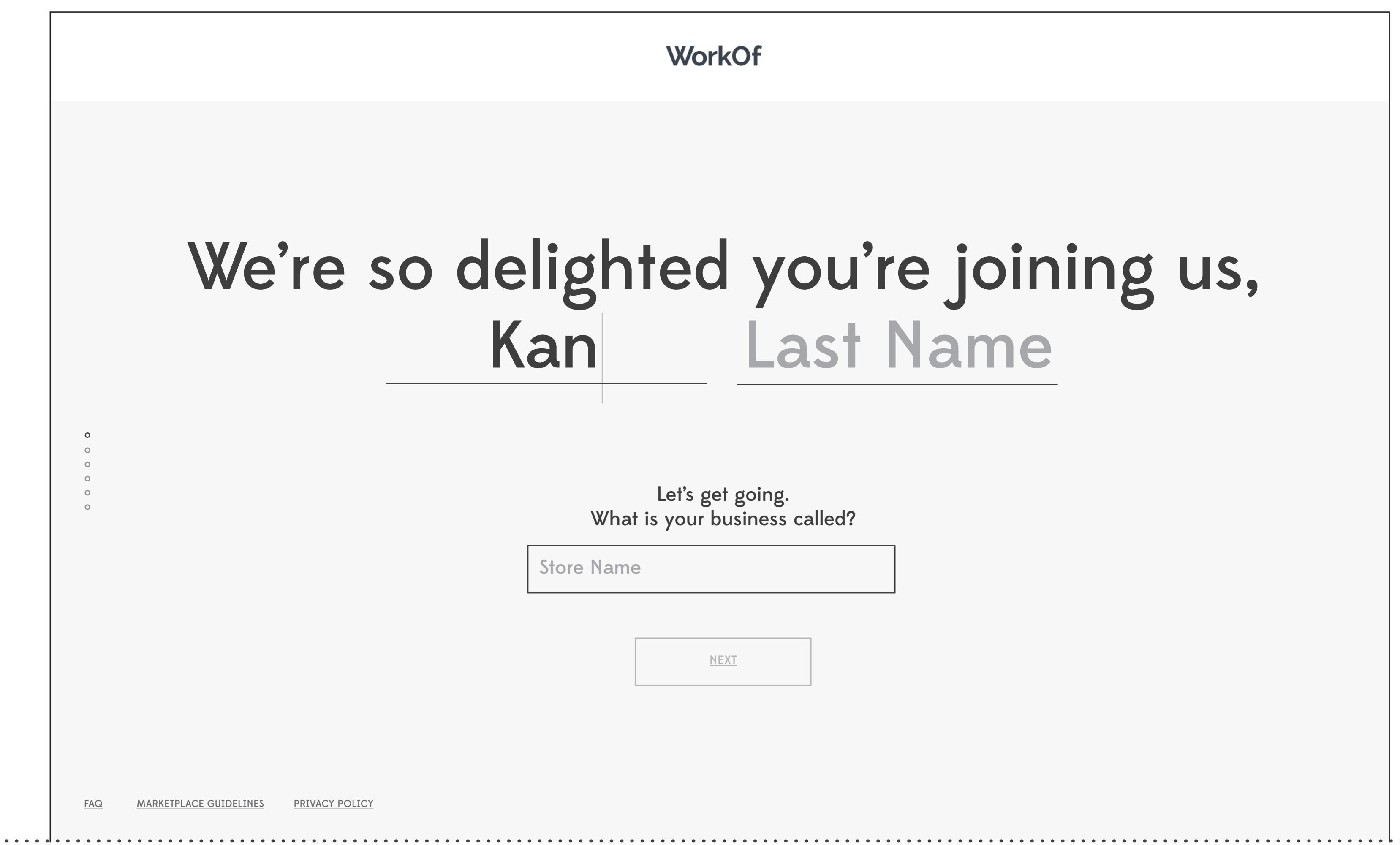
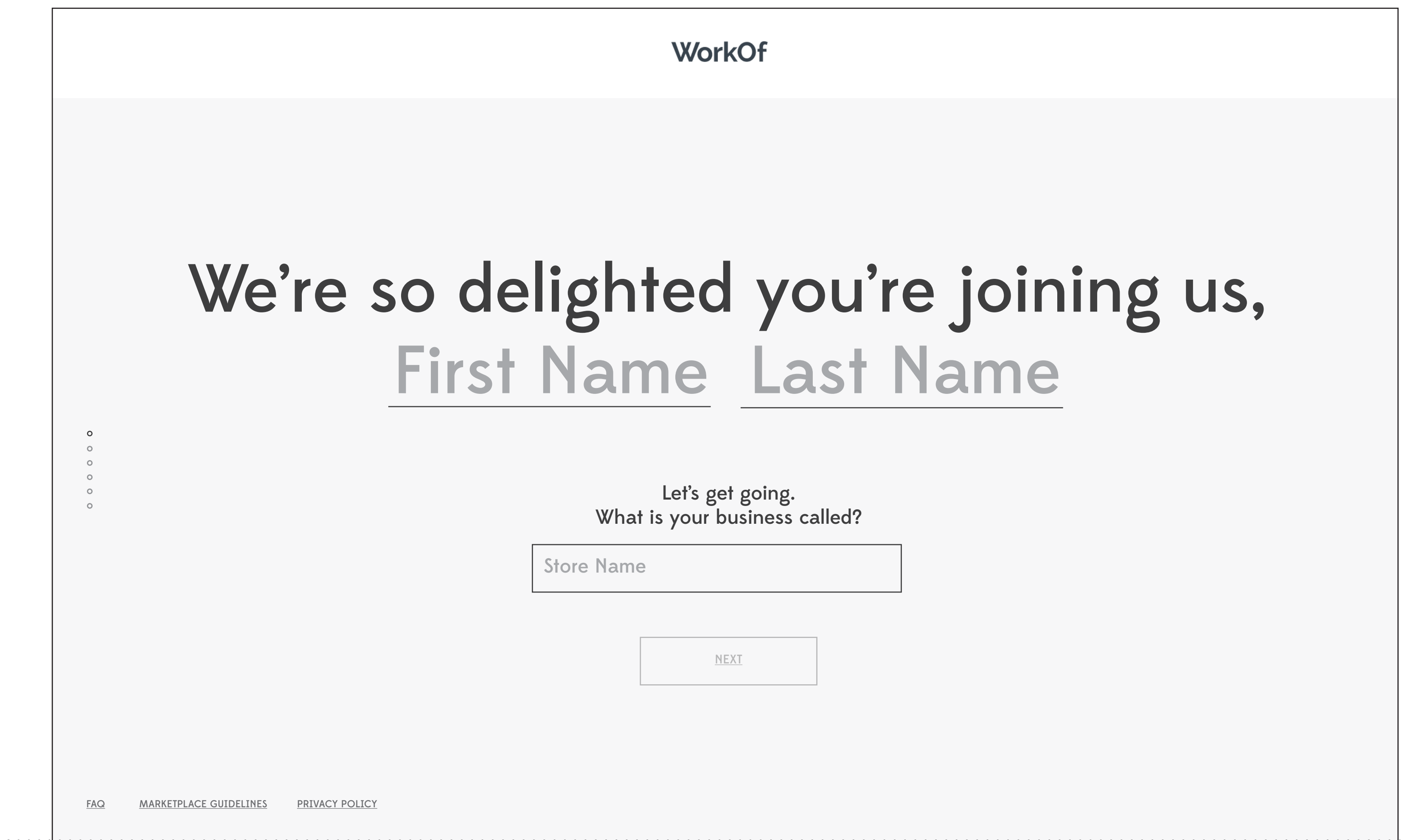
Expand & enjoy

Continue to grow your business with a maker dashboard that makes updating and expanding your store a snap.

[JOIN WORKOF](#)

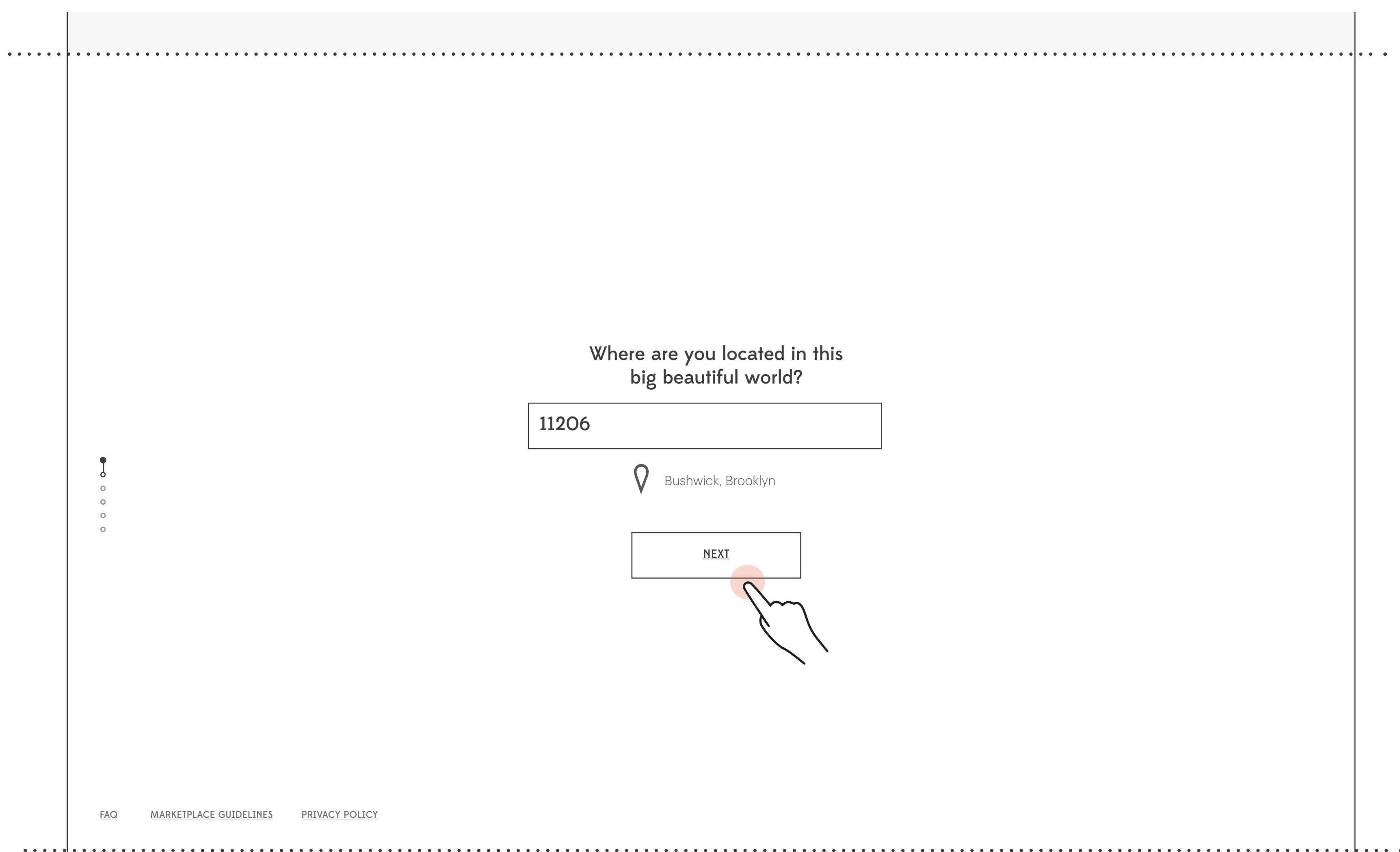
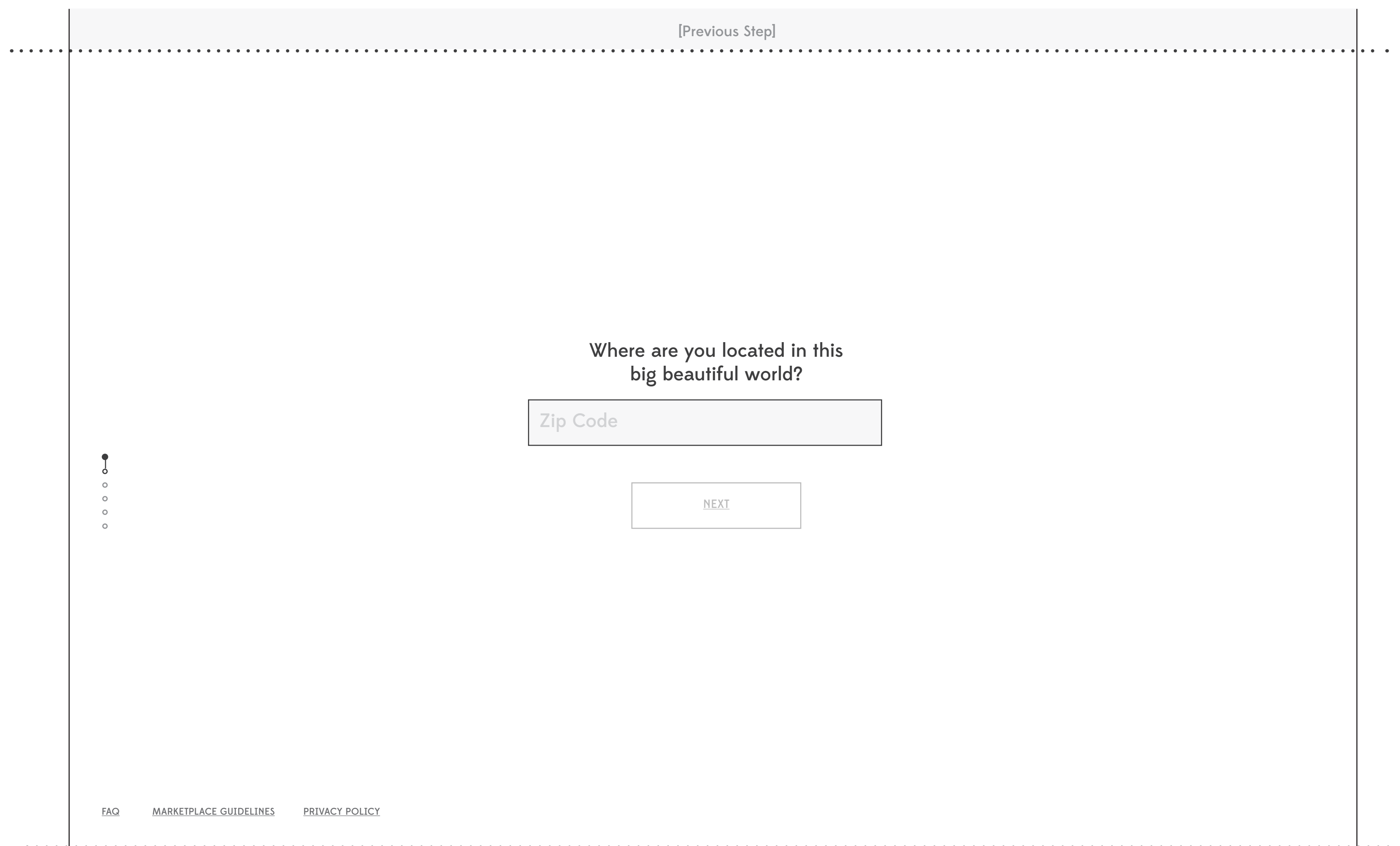
[Footer]

Join Flow Step 1

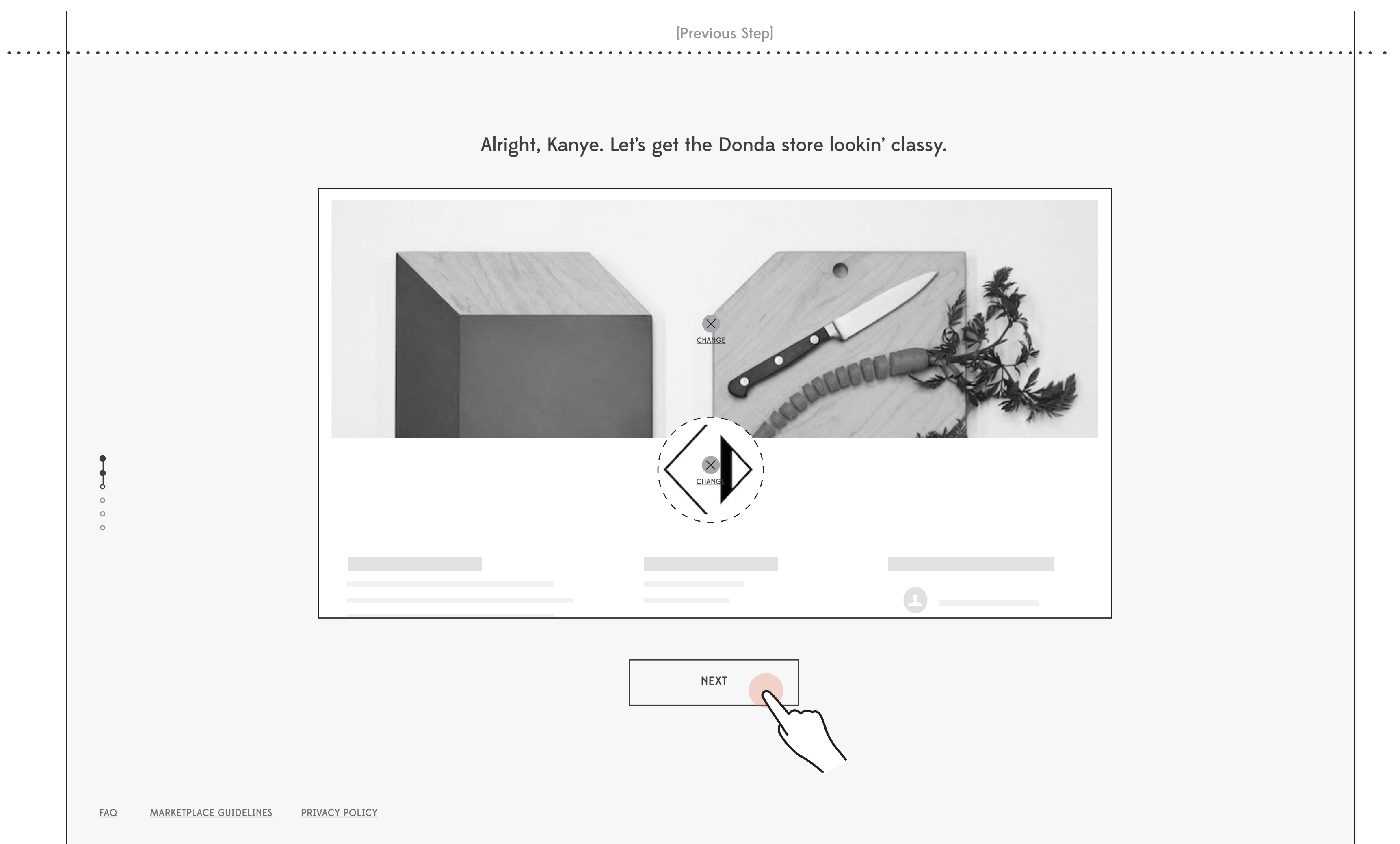
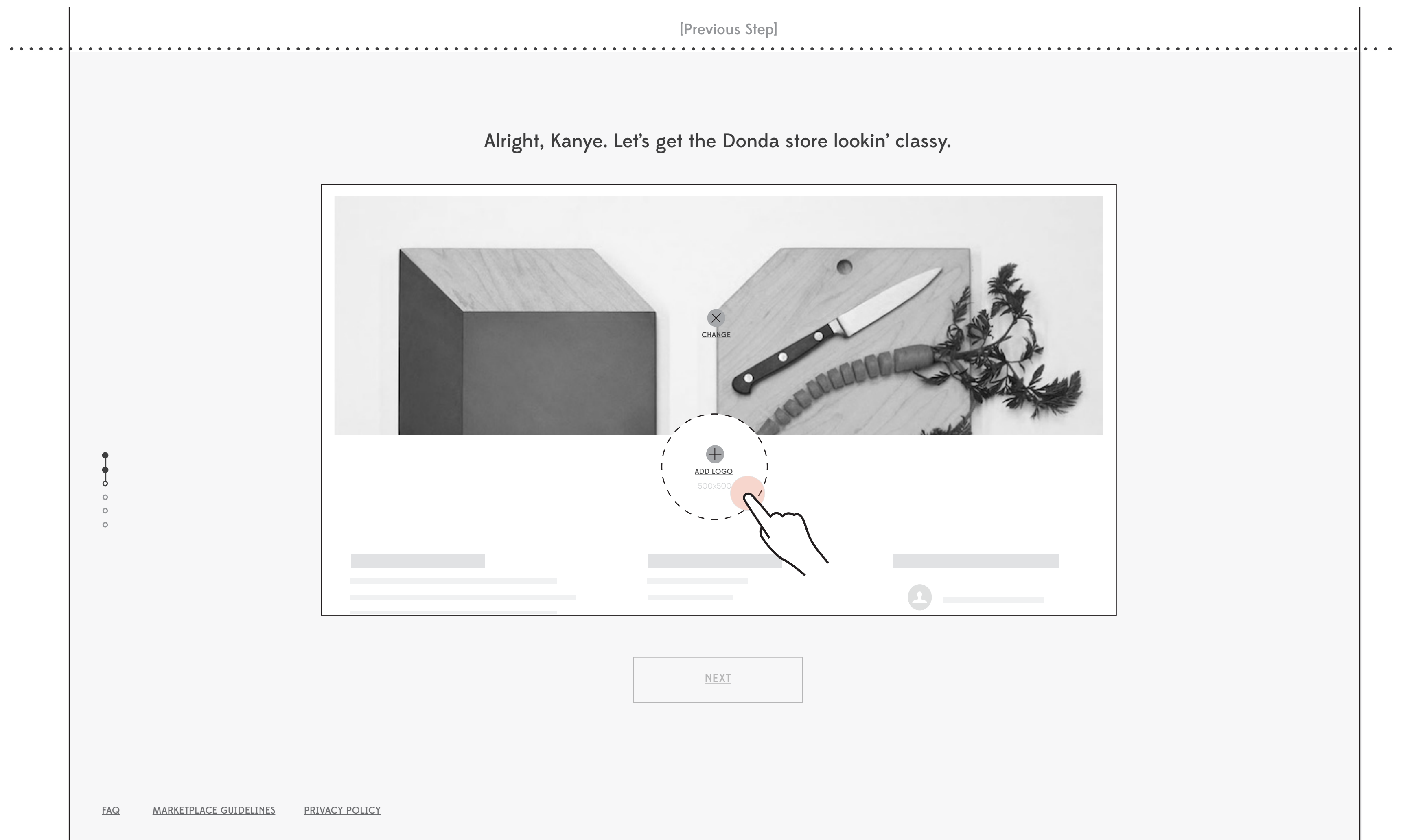
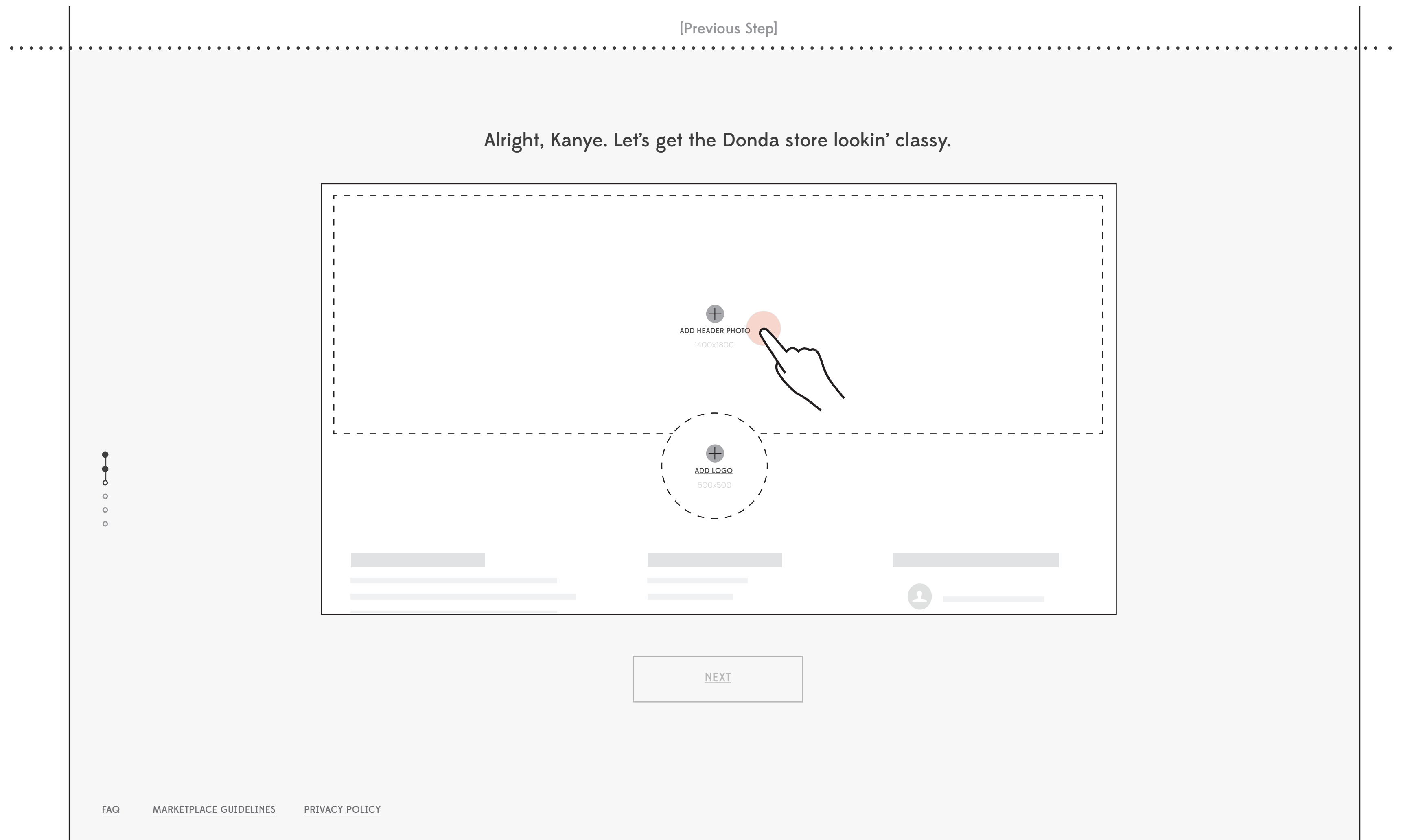


Join Flow

Step 2



Join Flow Step 3



Join Flow Step 4

[Previous Step]

Beautiful. Now let's stock this showroom and add your first product.

What's it called?

How much does it cost?

What sort of piece is it?

NEXT

FAQ MARKETPLACE GUIDELINES PRIVACY POLICY

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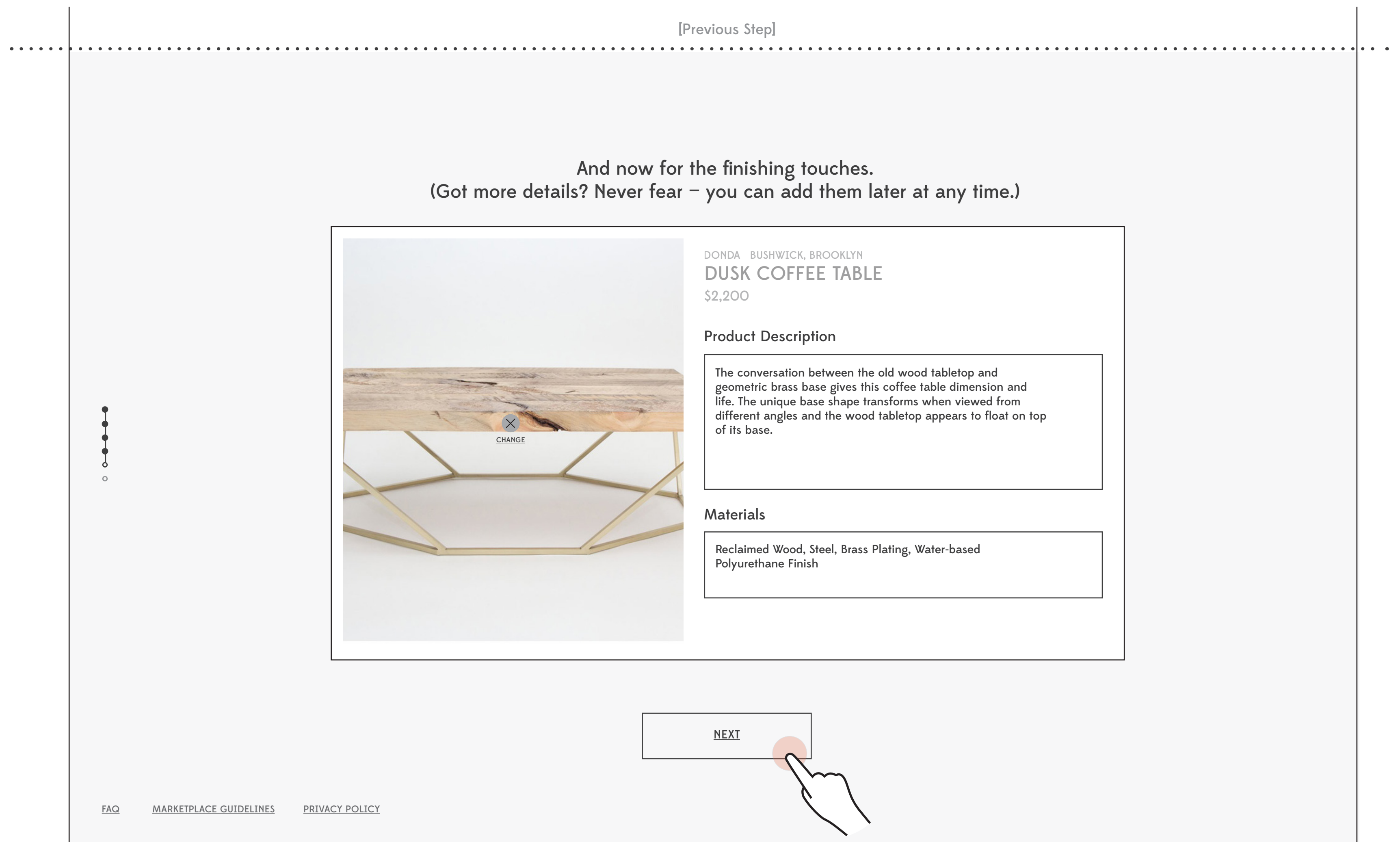
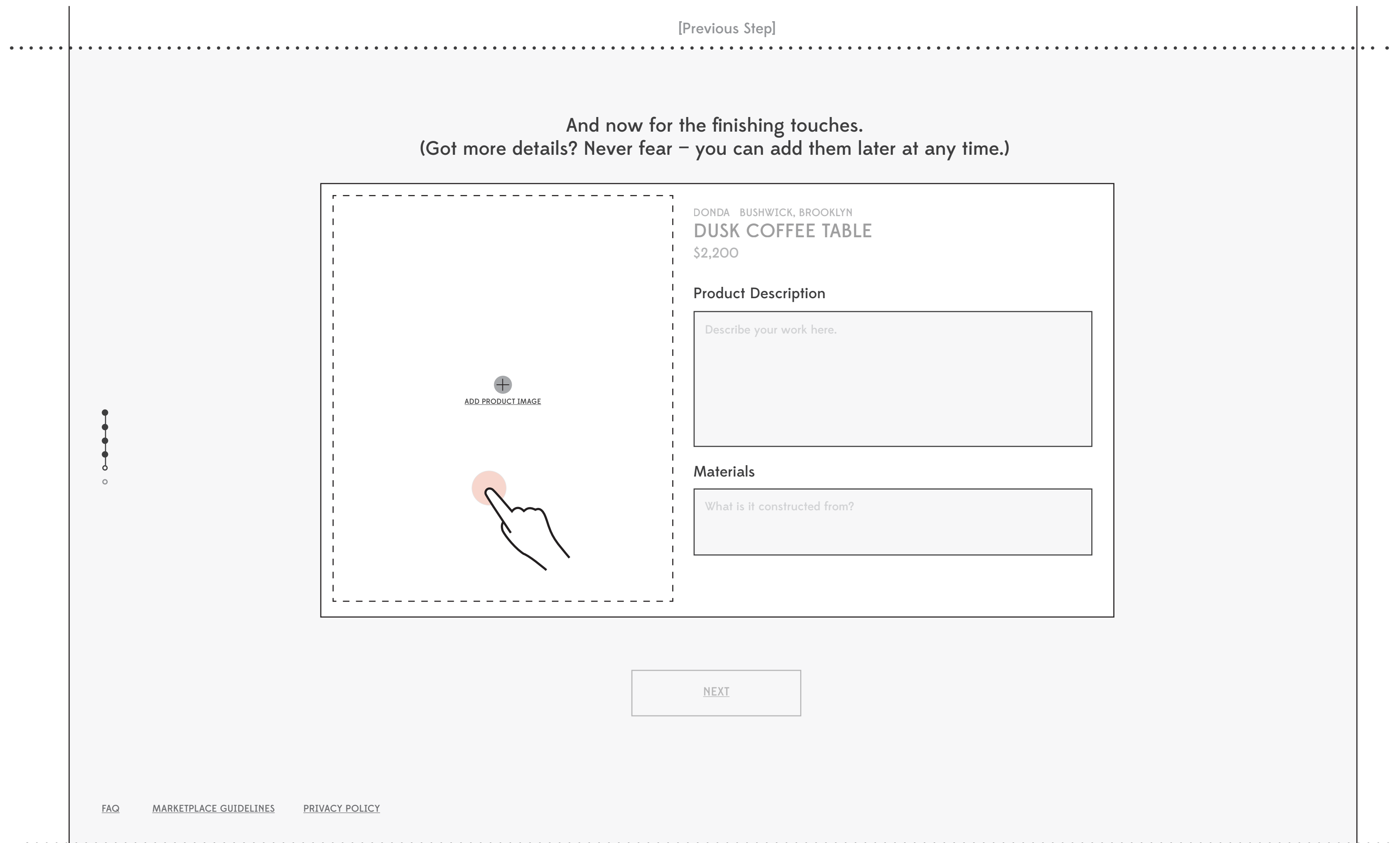
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NEXT

FAQ MARKETPLACE GUIDELINES PRIVACY POLICY

Join Flow Step 5



Join Flow Step 6

